In the Claims

Please amend the claims as follows:

1. (Currently Amended) An apparatus for customizing television
content operable to run on a computing platform electrically
coupled to a receiver which is electrically coupled to a display
device, the apparatus operable to receive supplemental data from a
supplemental data database maintained by a television service
provider, the apparatus comprising:

a television tuner/decoder operable to receive television
signals from the television service provider and decode the
received television signal;

a supplemental data extractor operable to receive supplemental
data from the television ~~signal~~ service provider;

a profile database operable to store a viewer profile; ~~and~~

a filter module disposed proximate to the display device and
remote from the television service provider, said filter module
electrically coupled to said profile database and to the
supplemental data extractor, said filter module operable to access
the viewer profile and the supplement data and, in response, to
select a preferred display component according to the viewer
profile and the supplemental data, the preferred display component
operable to target a particular viewer relative to other viewers by
supplementing television content; and

an overlay disposed proximate to the display device and remote
from the television service provider, said overlay coupled to said
television tuner/decoder ~~to receive the decoded television signal~~
and to said filter module to substantially simultaneously receive
the decoded television signal and the preferred display component,
said overlay operable to integrate said decoded television signal
and said preferred display component for combined display via a
display device.

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1 2.   (Original) The apparatus of Claim 1, further comprising a
2 profile module operable to receive viewer demographic information
3 and, in response, to generate the viewer profile.

1 3.   (Original) The apparatus of Claim 2, wherein said profile
2 module is operable to provide a demographic template to the viewer
3 for receiving the viewer demographic information.

1 4.   (Original) The apparatus of Claim 1, wherein the viewer
2 profile contains demographic categories corresponding to input
3 options comprising:
4   an age option;
5   a race option;
6   a gender option;
7   a marital status option;
8   an educational level option;
9   a sexual preference option; and
10   an income level option.

1 5.   (Original) The apparatus of Claim 1, wherein the filter module
2 comprises a selection algorithm operable to select a preferred
3 display component according to the viewer profile and the
4 supplemental data.

1 6.   (Previously Amended) A method performed on a computing
2 platform that is associated with a display device and a receiver
3 for providing functionality associated with an apparatus for
4 customizing television content , the method comprising:
5   storing a viewer profile in a profile database;
6   receiving a television signal from a television signal
7 provider;

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8   receiving supplemental data from a display component database;

9   accessing the viewer profile in the profile database and the

10   supplemental data;

11   selecting at a location proximate to the display device and

12   remote from the television service provider a preferred display

13   component in accordance with the viewer profile and supplemental

14   data, the preferred display component operable to target a

15   particular viewer relative to other viewers; and

16   integrating at a location proximate to the display device and

17   remote from the television service provider the received television

18   signal and the preferred display component for combined display to

19   a viewer.

1   7.   (Original) The method of Claim 6, wherein:

2   said step of selecting a preferred display component in

3   accordance with the viewer profile and supplemental data includes

4   transmitting an abbreviated reference associated with a

5   specific display component to the viewer from the television

6   service provider;

7   automatically selecting an abbreviated reference via the

8   computing platform at a viewer location in accordance with the

9   viewer profile;

10   requesting at the viewer location a preferred display

11   component associated with the abbreviated reference from the

12   television service provider; and

13   transmitting the preferred display component from the

14   television service provider to the viewer location.

1   8.   (Original) The method of Claim 6, further comprising the steps

2   of:

3   receiving viewer demographic information; and

4   generating the viewer profile according to the viewer

5   demographic information.

1   9.   (Original) The method of Claim 8, further comprising the step

2   of providing a demographic template to the viewer to receive the

3   viewer demographic information.

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1   10.   (Original) The method of Claim 6, wherein the viewer profile

2   contains demographic categories corresponding to input options

3   comprising:

4   an age option;

5   a race option;

6   a gender option;

7   a marital status option;

8   an educational level option;

9   a sexual preference option; and,

10   income level.

11 to 15. (Canceled)

1   16.   (Previously Added) The apparatus of claim 1, wherein:

2   said overlay operate to integrate said decoded television

3   signal and said preferred display component for display via a

4   display device by displaying said decoded television signal in a

5   first display area and said preferred display component in a second

6   display area.

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1   17.   (Previously Added) The apparatus of claim 1, wherein:

2   said supplemental data extractor is coupled to said television

3   tuner/decoder to extract said supplemental data from said decoded

4   television signal.

1 18. (Previously Added) The method of claim 6, wherein:

2   said step of integrating the received television signal and

3 the preferred display component for display displays the decoded

4 television signal in a first display area and the preferred display

5 component in a second display area.

1 19. (Previously Added) The method of claim 6, wherein:

2   said step of receiving supplemental data from a display

3 component database extracts the supplemental data from the

4 television signal.

20 and 21.   (Canceled)